

**CITY OF SARASOTA, FLORIDA
MUNICIPAL AUDITORIUMS**

	Actual 2005-06	Budget 2006-07	Amended Budget 2006-07	Estimated 2006-07	Budget 2007-08
Available Fund Balance	\$ 26,414	\$ 18,794	\$ (20,883)	\$ (20,883)	\$ -
<u>Revenues</u>					
Rentals	210,116	282,900	282,900	309,345	351,195
Sponsored events-booth rental	59,959	78,306	78,306	66,500	66,500
Sponsored events-ticket sales	21,523	37,200	37,200	31,000	48,500
Other charges for services	13,988	18,600	18,600	20,000	65,221
Miscellaneous	2,291	50	50	(113)	-
General Fund subsidy	85,000	95,663	95,663	105,684	107,415
Total	392,877	512,719	512,719	532,416	640,831
Estimated Funds Available	419,291	531,513	491,836	511,533	640,831
<u>Expenditures</u>					
Personnel	251,180	332,813	332,813	314,120	343,893
Operating	182,915	197,532	197,532	197,413	292,548
Capital	6,079	-	-	-	-
Total Expenditures	440,174	530,345	530,345	511,533	636,441
Projected Ending Balance	\$ (20,883)	\$ 1,168	\$ (38,509)	\$ -	\$ 4,390

MUNICIPAL AUDITORIUM

Mission Statement

True to its 69-year history, the Municipal Auditorium will continue to provide diverse forms of affordable entertainment for families, residents and visitors alike.

Description of Operations

The Municipal Auditorium is the City's premier community event venue. This beloved icon was placed on the National Register of Historic Places on February 24, 1995. The facility will continue to be a highlight of the City, welcoming the community to the "front door" entry of the Cultural District. The development of the Cultural District will enhance the enjoyment of our devoted patrons and welcome new guests to Sarasota's historic landmark.

An efficient staff maintains the Auditorium, ensuring maximum experience with minimum expense - to the facility's 365-day operation. Administrative staff consist of two full-time employees: Municipal Auditorium Manager and Administrative Assistant who supervise and support the auditorium's daily operations. The administrative department is responsible for multiple and diverse functions relating to the leasing of the facility in addition to developing, marketing, organizing and conducting 14 City sponsored events annually. The operations staff consists of a full-time Crew Leader I and two full-time Maintenance Technician II positions who are responsible for building maintenance, program setups and monitoring of the facility's events.

STRATEGIC PLAN

Strategic Goal - A Responsible and Accessible Government that has Sound Financial and Administrative Practices

Strategy - Maximize funding available for City services through increased revenues.

Objective - Promote fiscal independence of municipal entertainment facilities by decreasing City sponsorship.

Task	Current Funding	Fiscal Year Completed	Funds Required
Produce 14 City sponsored events. Status - The department produces events on a monthly basis. These events generate approximately 1/3 of the annual revenue collected by the department.	Yes	2008	\$0
Expand the facilities marketing activity. Status - Advertisement of the facility in various periodicals of the trade and secure two new events for the upcoming season.	Yes	2008	\$0

Strategic Goal - An Attractive, Environmentally-Friendly Community that is Safe and Livable and Provides an Array of Cultural and Aesthetic Enjoyments

Strategy - Strengthen and diversify City owned entertainment and recreational facilities.

Objective - Increase the public's access to affordable entertainment through an expansion of private rentals of the Municipal Auditorium and Payne Park Auditorium.

Task	Current Funding	Fiscal Year Completed	Funds Required
Market the use of the facility to local civic groups and organizations. Status - Network the facility through various agencies including the Sarasota Chamber of Commerce.	Yes	2008	\$0

OPERATIONAL FOCUS

Strategy

Market the facility for utilization by civic groups, individuals and organizations. Continue to maintain the facility through revenues generated while providing affordable diverse forms of entertainment.

MUNICIPAL AUDITORIUM

Task

Lease the facility to a variety of clientele.
 Produce and execute 15 City sponsored events.
 Maintain this historic icon, preserving a key piece of Sarasota's history through the Cultural district Master Plan guidelines.
 Promote the hall through expanded marketing, securing at least two new events a season.

Description	Unit	FY 2005	FY 2006	FY 2007	FY 2008
Output Measure					
Rentals, executed contracts	Number	52	50	54	56
City events scheduled	Number	15	13	13	13
Effectiveness Measure					
City events, estimated annual vendor participation	Number	769	702	702	702
City events, estimated annual guest attendance	Number	18,800	15,500	15,500	15,500

Cost Center Expenditures By Category

	FY 2006 Actual	FY 2007 Budget	FY 2008 Continuation	FY 2008 Issues	FY 2008 Totals
Personal Expenditures	216,049	288,214	295,314	2,221	297,535
Non Personal Expenditures	117,233	118,092	143,343	10,646	153,989
Transfer Expenditures	37,990	39,190	72,050	0	72,050
Totals	371,272	445,496	510,707	12,867	523,574

Personnel Summary

Actual Positions	5.00	5.00	0.00	5.00
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Revenue Summary

	FY 2006 Actual	FY 2007 Budget	FY 2008 Continuation	FY 2008 Issues	FY 2008 Totals
CHARGES FOR SERVICES	253,387	352,506	367,500	60,221	427,721
INTEREST	1,729	0	0	0	0
OTHER MISCELLANEOUS REVENUES	374	0	0	0	0
TRANSFERS	85,000	85,663	154,769	-47,354	107,415
	340,490	438,169	522,269	12,867	535,136

MUNICIPAL AUDITORIUM

Budget Reduction

The Municipal Auditorium's FY2008 expenditure budget reflects an increase of approximately \$70,000. The increase is due to the following; cost allocation, IT service charge, personnel services, property insurance, and projected COLA increase. Therefore; the overall general fund subsidy amount increased to \$154,769.

The object of this issue is to reduce the amount of the general fund subsidy by 7% (\$10,833.) This issue will show how revenues will be increased, with minimal additional expense, and the general fund subsidy amount will be decreased by 31% (\$47,354.)

There will be a 10% rental rate increase, generating an additional \$21,500 in rental revenue. Concession sales will be done by the Auditorium (prior a 15% fee was collected from outside vendors) which will generate an additional \$20,000 in revenue. There will be an additional expense of approximately \$3,500 to purchase items for resale and \$2,221 for part-time help. There will be two new City Sponsored events, Teen Dances. The dances will create \$14,500 in ticket sale revenue and \$2,000 in merchandise resale revenue. Expenses related to the dances will be \$8,300 (advertisement, entertainment, merchandise purchased for resale and security.)

Cost of Issue

Personal	2,221
Operating	10,646
Capital	0
Transfers	0
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Total	\$12,867

Revenue

CHARGES FOR SERVICES	60,221
TRANSFERS	-47,354
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	12,867

Net Cost of Issue \$0

PAYNE PARK AUDITORIUM

Mission Statement

To provide a City-owned facility of high quality for a reasonable rental cost to private, non-profit, government, civic, corporate and educational organizations and groups to conduct activities to meet their community, cultural, social, recreational and business needs.

Description of Operations

The Payne Park Auditorium, built in 1962, consists of 5,000 square feet of usable space that includes the central auditorium (seats approximately 350), a serving kitchen, rest rooms, two meeting rooms and a handicap accessible stage. Since its dedication, the auditorium has served as the home to many scheduled public and private events that fulfilled the needs of many local community based organizations for meetings, dances, and concerts. The auditorium was, and still is, rented by many community, City and County organizations, and by many outside private and non-profit organizations.

The auditorium is owned, managed and maintained by the City. Staff duties include the scheduling and staffing of events, including concessions, setup and takedown of furniture and equipment, collection of fees and daily maintenance of the facility and its grounds.

As previously approved, this facility is available for City Neighborhood Associations to use without paying a rental fee or obtaining the customary liability insurance coverage. Budgeted expenses include operating costs for insurance premiums and overhead.

STRATEGIC PLAN

Strategic Goal - An Attractive, Environmentally-Friendly Community that is Safe and Livable and Provides an Array of Cultural and Aesthetic Enjoyments

Strategy - Strengthen and diversify City owned entertainment and recreational facilities.

Objective - Increase the public's access to affordable entertainment through an expansion of private rentals of the Municipal Auditorium and Payne Park Auditorium.

Task	Current Funding	Fiscal Year Completed	Funds Required
Continue to meet the needs of the community through public input and distribution of brochures to the public. Status - The web page offers a variety of information including calender, rates, pictures and contact information.	Yes	2008	\$0

OPERATIONAL FOCUS

Strategy

To operate and maintain the auditorium in a manner that provides a quality facility that satisfies the needs of the renters and generates sufficient revenue to cover operating expenses.

Task

Attract additional community groups and organizations to the auditorium.
Expand advertising and create a new brochure for marketing. Utilize direct mail and local news media for distribution.

Description	Unit	FY 2005	FY 2006	FY 2007	FY 2008
Input Measure					
Events	Number	130	135	159	179
Effectiveness Measure					
Profit / (Loss)	Dollars	\$3,722	(\$16,544)	\$436	\$133
Efficiency Measure					
Cost per event	Dollars	\$631.00	\$511.00	\$505.31	\$589.73

PAYNE PARK AUDITORIUM

Cost Center Expenditures By Category

	FY 2006 Actual	FY 2007 Budget	FY 2008 Continuation	FY 2008 Issues	FY 2008 Totals
Personal Expenditures	35,133	44,599	46,358	0	46,358
Non Personal Expenditures	27,690	40,250	52,309	0	52,309
Capital Expenditures	6,079	0	0	0	0
Transfer Expenditures	0	0	14,200	0	14,200
Totals	68,902	84,849	112,867	0	112,867

Personnel Summary

Actual Positions	1.00	1.00	0.00	1.00
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Revenue Summary

	FY 2006 Actual	FY 2007 Budget	FY 2008 Continuation	FY 2008 Issues	FY 2008 Totals
RENTS & ROYALTIES	52,327	64,500	105,695	0	105,695
OTHER MISCELLANEOUS REVENUES	31	50	0	0	0
TRANSFERS	0	10,000	0	0	0
	52,358	74,550	105,695	0	105,695